< >	Innovative Hospitality Management Innovative Hospitality Management				HAN, Hyun Jeong
	1		2	2020	5
	Business Practice			S, T, I, A, M, C	
			Yes		No

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This course will focus on sustainable and innovative management of society, organizations and companies based on Japanese traditions, philosophy and ethics. In addition, it will delve into the theory and the practice of intangible value of "hospitality". In doing so, the objective of this class is to clarify the role of "humanity" in this age of digital disruption (an age in which digital information forms the basis of social infrastructure), so that students may acquire the skills and mindset with which to become future leaders. In addition, since this course is part of the curriculum of the Kyoto-Cornell International Collaborative Degree Opportunity (KC-CDO), we will learn both European/American and Japanese/Asian style hospitality, and deepen our understanding of intercultural communication.

This course will proceed in three distinct stages:

(1) Philosophy and ethics concerning hospitality management.

(2) Sustainable hospitality management based on "Tradition and Innovation" (　　　　　　Dento to Kakushin in Japanese).

(3) Application and adaptation to the society/community. The course will consist of lectures, practical exercises and discussions, and student presentations. In addition, special lectures by experts will be conducted in order to shed light on the multifaceted nature of the current and future state of the field in practice.

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The goal of this course is to learn the influence of intangible values that includes philosophy, flamework, methodology and practicalcase studies, aiming at becoming a leadeship with hospitality mindset.

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The course will be combined both with flameworks and practical examples. It will also invite guest key lectures to share theirexperiences on relevant topics for discussion.

The course schedule is as follows:

1. Introduction and course overview The scope of the Innovative Hospitality Management. History, culture, philosophy and hospitality, imbalanced beauty and sustainability of values, etc.

2~5. High contexts of tradition, culture, philosophy for the Innovative Hospitality Management Religion and Hospitality, Language and Hospitality Philosophy of Chanoyu Dansyari(decluttering, tiding-up) and human relationship management

6~9. Innovative Hospitality Management Tradition and Innovation, How philosophy influences sustainability, The concept of Shuhari (three stages of learning matery). Tradition and Innovation of Iekbana (including Ikebana workshop) Tradition and Innovation of Nishijin brocade

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10~14. Application to Society and Community Application of the concept of Innovative Hospitality Management to the current and future society Application to community business Application to social innovation and social entrepreneurship Sanpo-yoshi (Multistakehopder Management), Cross-cultural communication

15. Summary and wrap-up

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It is required to have basic knowledge of service and hospitality management.It is preferable to take the course on "AI and Hospitality".

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Active class participation: 30%, indivisual/group presentation and individual/group report: 30%, Final report: 40%

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Copies of reading assignments will be distributed.

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Notice at the class.

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Preparations and reviews are required based on the cource materials.

Please contact via an email to hara@gsm.kyoto-u.ac.jp in advace

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